

Film and Media Studies student at the University of California, Santa Barbara, with experience in film production, scenic design, and event promotion. Skilled in storytelling, teamwork, and project organization. Passionate about using media and creativity to create meaningful experiences and share social and cultural stories.

EXPERIENCE

ORCA Entertainment, International Department *Intern*

Remote

Mar 2026 – Present

- Support cross-country collaboration projects by identifying suitable international artists for domestic talent partnerships.
- Conduct research and market analysis on international artists, including their audience profiles, public images, and potential collaboration fit.
- Assist in preparing commercial packages for international artists' social media and partnership opportunities in the Chinese market.

UCSB Chinese Students and Scholars Association (CSSA) *Vice President / Publicity Department Vice Minister / Events Department Member*

UCSB

Sept 2023 - Present

- Managed digital communication across 4 social media platforms—WeChat, Instagram, Xiaohongshu, and Douyin—supporting event visibility and audience growth.
- Produced and managed 150+ WeChat articles and coordinated content operations across multiple channels.
- Contributed to 2,200+ cumulative follower growth across CSSA media platforms through content strategy and campaign execution.
- Supported publicity and audience engagement for major campus events, including productions with 800+ attendees.

Director, 2026 Spring Festival Gala

2025 – 2026

- Lead large-scale Spring Festival Gala productions by planning event themes, designing program flow, and overseeing overall stage direction and execution.
- Developed creative event concepts and strategic plans, including performance structure, audience engagement activities, and cross-department coordination to ensure a cohesive production.
- Coordinated celebrity outreach, guest arrangements, and promotional campaigns across multiple platforms while managing on-site operations to maximize event impact, audience attendance, and brand visibility.

International Student Film Association (ISFA)
Organization Lead

UCSB
Sep 2024 – Mar 2025

- Coordinated student film projects and supported collaboration across directing, cinematography, art, and on-site production roles.
- Helped organize production workflows, creative planning, and team communication across multiple short film projects.
- Built strong execution and collaboration skills in fast-paced, multi-role production environments.

UCSB Theater Department and Student Productions
Assistant Scenic Designer / Production Collaborator

UCSB
Jan 2025 – Present

- Served as Assistant Scenic Designer for a Spring 2026 Launch Pad production, supporting visual research, design communication, stage model building, and production coordination.
- Collaborated with directors, scriptwriters, designers, and crew members across multiple live productions in scenic design, prop support, backstage coordination, and show execution.
- Strengthened cross-functional teamwork, adaptability, and problem-solving skills through hands-on production experience.

EDUCATION

University of California, Santa Barbara

B.A. in Film and Media Studies

Minors: Theater Production and Design; Media Arts and Design

Expected Graduation: September 2026

SKILLS & LANGUAGES

- **Skills:** Market Research | Audience Analysis | Cross-Cultural Communication | Commercial Strategy Development | Multi-Platform Content Strategy | Campaign Execution | Project Coordination | Python | Microsoft Office | Google Workspace | Canva | Xiumi | Adobe Premiere Pro | Final Cut Pro
- **Languages:** Mandarin Chinese (Native) | English (Fluent) | Cantonese (Learning) | Korean (Learning)

REFERENCES

Ann Sheffield

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